

22 November – 3
December
Mogadishu, Somalia

Reporting and Communication of Results



INTERNATIONAL
RESCUE
COMMITTEE



USAID
FROM THE AMERICAN PEOPLE



RAM's report format

- Short and focused
- Limited narrative - Uses tables, templates and bullet points
- Intention = quick and straightforward to produce and digest
- 15-20 pages max; additional details can go in Annex

Report format

1. Shock and needs analysis summary
 2. Market mapping
 3. Market maps and trader analysis
 4. Conclusions
- For PCMMA:
 - Introduction, objectives, methodology
 - Rationale for reference crisis and critical market selection
 - Recommendations for post-crisis assessment

Report author:

Position / Job title:

RAM team members and positions:

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Report date:

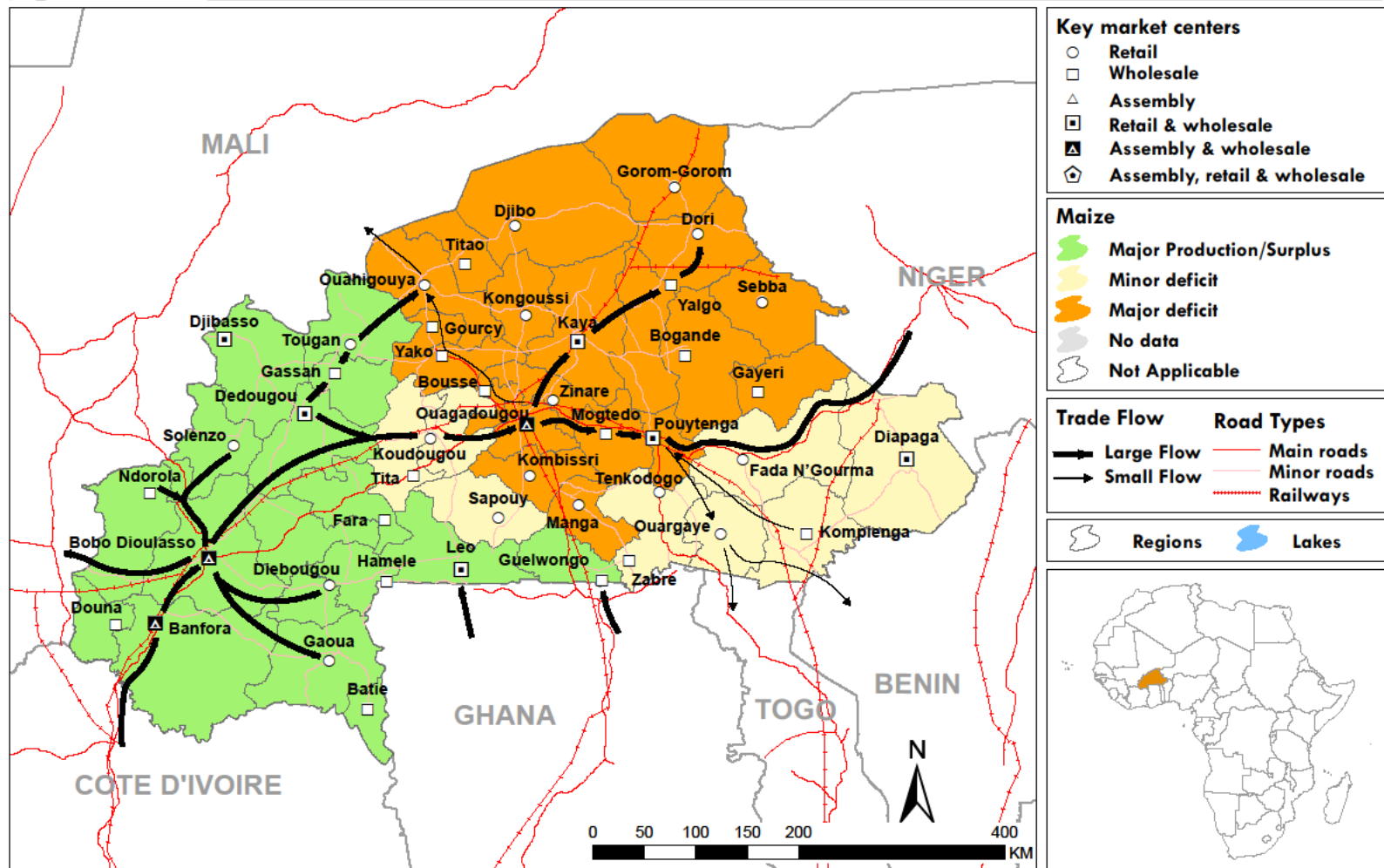
Section 1: Shock and needs analysis summary

Type(s) of shock:	
Date(s) of shock(s):	
Date of RAM assessment:	
Affected areas assessed:	
Total population in affected area: <i>(Number of households and people)</i>	
Affected population within affected area: <i>(Number of households and people)</i>	
Average household size: <i>(Source of information)</i>	
Location of affected population: <i>(IDP/ stationary in homes, etc.)</i>	
Markets assessed:	
Number of traders (wholesalers and retailers) and market representatives included in assessment:	
Commodity type(s), volume(s) and duration requested by shock-affected population <i>(quantity, frequency and duration and any quality specifications if necessary)</i>	

Section 2: "Market maps" and "commodity market maps"



PRODUCTION AND MARKET FLOW MAP: BURKINA FASO MAIZE



Production and Market Flow Maps provide a summary of experience based knowledge of market networks significant to food security. Maps are produced by USGS in collaboration with other FEWS NET staff, local government ministries, market information systems, NGOs, and network and private sector partners.

Figure 2: Market system in 'normal times' (baseline map)

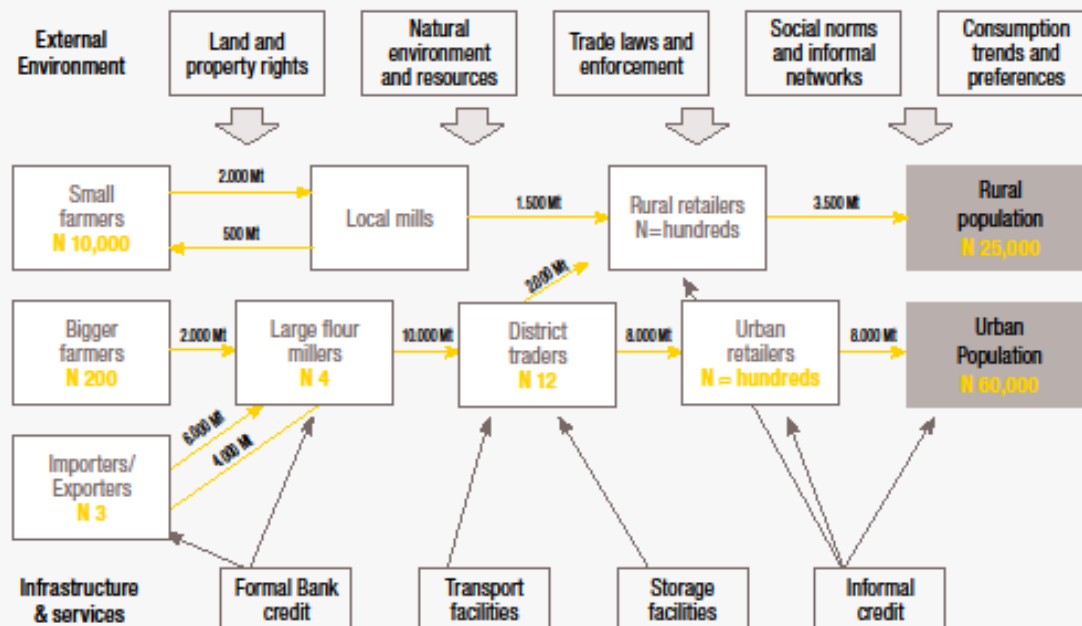
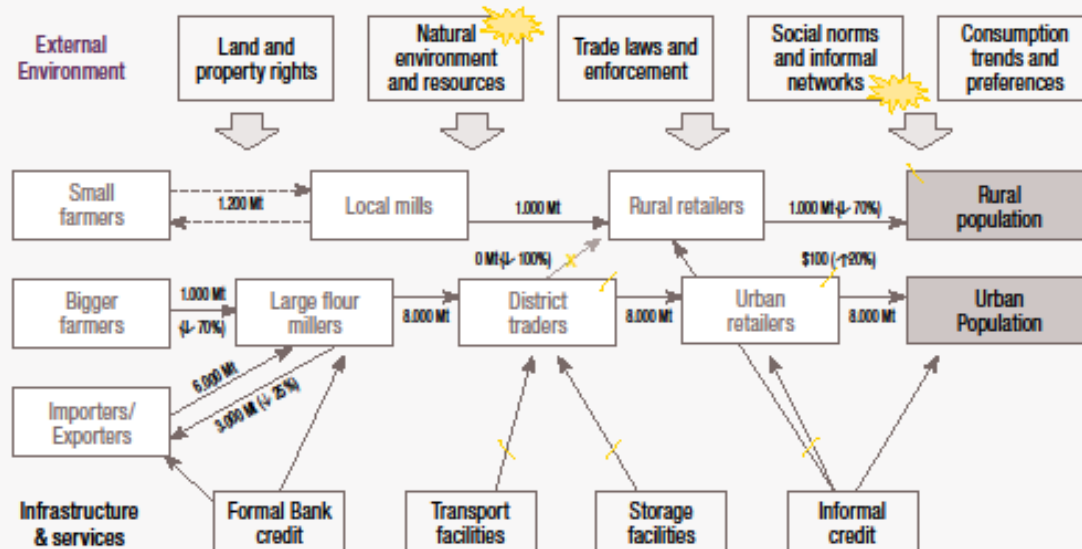


Figure 3: Market system after the shock (shock map)



Section 3: Market & trader analysis

1. Impact of shock on physical access to markets
2. Affected households' purchasing power/demand
3. Impact of shock on the supply chain of CMS
4. Capacity of traders to increase their supply
5. Changes in the types and quantities of commodities demanded

Section 3, cont.

6. Impact of shock on prices
7. Opportunities for market-based interventions to support market rehabilitation
8. Market-related considerations that urgently require attention
9. Assumptions, difficulties and challenges
10. Implementation experience in the area and related lessons learned, and activities planned or in process

Section 4: Conclusions

- RAM offers table template (but slightly confusing)
- Review each assessment objectives & highlight conclusions for each
- List and describe main recommendations for response and monitoring/ updating analysis

Developing the report

- Team effort – team members essential to help interpret data collected and brainstorm response options
- Responsibilities often divided by market system: maps, analysis and conclusions
- Assessment leads responsible for cohesiveness, overall conclusions, packaging and quality control

Communication of results

Why does it matter?

Who needs to know?	Best way to reach them?	When should it happen?	Who is responsible for communicating?

Principles of effective communication

- Think about your audience, their knowledge, interests and concerns
- Be concise!!!
- Provide necessary context
- Focus on main messages
- Use simple language and/or explain technical terms
- Use graphics